



News Release

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The TRUTH Anti-tobacco Advertising Contest Gives Kids Fame, Fortune and a Chance to “Walk the Red Carpet”

(Salt Lake City, UT) – The 2006 TRUTH from Youth Anti-tobacco Advertising Contest presented by the Utah Department of Health (UDOH) is giving fourth and fifth-graders a glimpse of the movie star life. This year’s contest, themed “Walk the Red Carpet,” will provide a chance at fame, fortune and a limousine excursion.

The TRUTH contest invites fourth and fifth-graders statewide to create TV, radio or billboard/poster advertisements with an anti-tobacco message. Youth can enter as many times as they would like, as an individual or with friends. The contest deadline is March 10, 2006.

The Best of Show winner will receive celebrity-style recognition at a formal awards ceremony, a limousine ride for them and seven people of their choice, a prize of \$400, and the chance to produce their idea into a real ad. A total of nine additional prizes will be awarded with \$300 for first place, \$200 for second and \$100 for third in each category.

“We are excited about this year’s theme with its glitz and glamour,” said Lena Dibble, media coordinator, UDOH Tobacco Prevention and Control Program. “We want youth to know that it is not glamorous or trendy to use tobacco and they can fight back against Big Tobacco by entering the contest.

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“Even though the tobacco industry tries to make tobacco seem cool, we want kids to know smoking is dangerous and deadly,” said Dibble. “We want them to make the decision now, while they are young, to stay tobacco-free. The TRUTH Anti-tobacco ad contest is one of the best ways to teach youth about the dangers of tobacco, and help them make the decision to stay tobacco free for the rest of their lives.”

By sixth grade, about one in ten youth have tried cigarettes. Data show teens are the main source of new smokers, and almost no one starts smoking after the age of 19.

The UDOH is distributing thousands of contest information posters and packets this month to fourth and fifth-grade teachers in the state. The contest is a curriculum tool used by many Utah teachers. It is easily incorporated into most courses. Teachers can make it a required assignment, extra-credit project or a volunteer class project.

For more information regarding the TRUTH from Youth Anti-tobacco Advertising Contest visit www.youthagainsttobacco.com, e-mail TheTRUTH@utah.gov, or call 1(877) 220-3466.

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The mission of the Utah Department of Health is to protect the public’s health through preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles.